Approved for use through 10/31/2002, OMB 0651-0031 U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid CMB control number.

Substitut	te for form 1449A/PTC	)			C mplete if Known	
INFO	RMATION	DIS	CLOSURE	Application Number	Not Yet Assigned	
	TEMENT B			Filing Date	October 1, 2003	
317	I EWIENT D	' ^	LICAN	First Named Inventor	Brian Shield	
	•			Group Art Unit	Not Yet Assigned	
	(use as many she	ets as	necessary)	Examiner Name	Not Yet Assigned	
Sheet	1	of	2	Attorney Docket Number	W2100/280782	

U.S. PATENT DOCUMENTS					
Examiner Initials	Cite No.1	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant
univais		Number - Kind Code <sup>2</sup> (if known)			Figures Appear
MA		US-6,467,089	10-15-2003	Aust et al.	
		US-			
		US-			
		US-			
	ľ	US-			
	[	US-			
		US-			
		US-			
		US-			
	1	US-			
	†	US-			
	1	US-			
	<b>1</b>	US-			
	1	US-			
	•	US-			· -
		US-			
		US-			
	<b>†</b>	US-	•		
		US-			•
		US-			

			MENTS		
Cite No.1	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Palentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	Τ°
	Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (if known)				
		<u></u>			
			•		
		s	No.1 Date	No. Date Applicant of Cited	No. Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>3</sup> (# keepin) Date Applicant of Cited Passages or Relevant

	<del></del>		
Examiner Signature	/Mohammad Ali/	Date Considered	06/07/2006

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

<sup>&</sup>lt;sup>1</sup> Applicant's unique citation designation number (optional) . <sup>2</sup> See Kinds Codes of USPTO Patent Documents at <a href="www.uspto.gov">www.uspto.gov</a> or MPEP 901.04.
<sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. 

Applicant is to place a check mark here if English language Translation is attached.

Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

Substitute for form 1449A/PTO C mplete if Known Application Number Not Yet Assigned INFORMATION DISCLOSURE Filing Date October 1, 2003 STATEMENT BY APPLICANT First Named Inventor **Brian Shield Group Art Unit** Not Yet Assigned (use as many sheets as necessary) **Examiner Name** Not Yet Assigned of 2 Sheet Attorney Docket Number W2100/280782

·		OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS				
Examiner Initials *	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.				
MA		NIELSEN MEDIA RESEARCH: "About Nielsen Media Research," September 15, 2003, pp. 1-3, www.nielsenmedia.com/about_us.html				
MA		NIELSEN MEDIA RESEARCH: "Directory of ZIP Codes by Local Markets," October 1, 2003, p. 1, www.nielsenmedia.com/reports_available/directory_of_zip_codes_by_local_market/zipsbydma.html				
MA		GREATDATA.COM: "Nielsen DMA Codes," September 17, 2003, p. 1, www.softwaretools.com/nielsendmacodes.php				
MA		ERIC ROTHENBUHLER: "Market," September 17, 2003, pp.1-2, www.museum.tv/archives/etv/WhtmlW/market.htm				
		•				
٠	-					

Evaminas		Date	
Examiner Signature	/Mohammad Ali/	Considered	06/07/2006

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.



<sup>1</sup> Unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.